

Program B: Marketing

Program Authorization: R.S. 36:628(B)

Program Description

The mission of the Marketing Program is to increase the processing and sales of Louisiana food and agricultural products of producers and agribusiness in order to enhance the economic well-being of the State of Louisiana through the individuals and businesses whom we serve.

The goal of the Marketing Program is to create and sustain markets and affect jobs through its development of value-added food, agriculture and forestry products industries by way of financial assistance and counsel. To carry out this goal, the program operates financial, informational, promotional and market development activities.

Financial assistance is provided through the State Market Commission and the Louisiana Agricultural Finance Authority. Loans, loan guarantees, loan rate buy downs and low interest loans are provided to agribusiness for the acquisition, construction, expansion or improvement of facilities that process, store or market food (including seafood), agriculture and forestry products; to agribusinesses for operating capital, market development and product inventories, and to youth who are involved in an organized school program in agriculture; i.e., 4-H and FFA projects.

Informational assistance programs are provided to the general public, farmers and agribusinesses through the Federal State Market News Services and Market Bulletin. The Market News Service collects and disseminates price and market information on livestock, poultry and eggs, rice, grains, sweet potatoes, fruits and vegetables. The Market Bulletin provides for the advertising of agricultural items for sales to subscribers resulting in the sale/purchase of items not normally available in commercial trade channels.

Promotion and market development programs serve farmers, agribusinesses, food companies and the consumer through state, national and international trade shows, supermarket promotions, market research, commodity promotions, development and implementation of promotion and market development activities of these boards and commission.

RESOURCE ALLOCATION FOR THE PROGRAM

	ACTUAL 2000-2001	ACT 12 2001-2002	EXISTING 2001-2002	CONTINUATION 2002-2003	RECOMMENDED 2002-2003	RECOMMENDED OVER/(UNDER) EXISTING
MEANS OF FINANCING:						
STATE GENERAL FUND (Direct)	\$1,618,080	\$1,789,338	\$1,789,338	\$1,632,346	\$1,535,231	(\$254,107)
STATE GENERAL FUND BY:						
Interagency Transfers	0	0	0	0	0	0
Fees & Self-gen. Revenues	378,616	329,320	329,320	329,416	329,320	0
Statutory Dedications	12,179	154,344	154,344	154,344	154,344	0
Interim Emergency Board	0	0	0	0	0	0
FEDERAL FUNDS	332,667	106,163	1,066,163	1,066,748	1,066,163	0
TOTAL MEANS OF FINANCING	\$2,341,542	\$2,379,165	\$3,339,165	\$3,182,854	\$3,085,058	(\$254,107)
EXPENDITURES & REQUEST:						
Salaries	\$877,134	\$908,211	\$908,211	\$921,385	\$982,916	\$74,705
Other Compensation	12,022	13,428	13,428	13,428	13,428	0
Related Benefits	143,754	158,716	158,716	160,619	168,486	9,770
Total Operating Expenses	865,272	567,244	567,244	580,856	475,982	(91,262)
Professional Services	140,096	176,891	176,891	176,891	176,891	0
Total Other Charges	297,594	519,675	1,479,675	1,329,675	1,267,355	(212,320)
Total Acq. & Major Repairs	5,670	35,000	35,000	0	0	(35,000)
TOTAL EXPENDITURES AND REQUEST	\$2,341,542	\$2,379,165	\$3,339,165	\$3,182,854	\$3,085,058	(\$254,107)
AUTHORIZED FULL-TIME						
EQUIVALENTS: Classified	14	11	11	11	10	(1)
Unclassified	8	11	11	11	11	0
TOTAL	22	22	22	22	21	(1)

SOURCE OF FUNDING

This program is funded with State General Fund, Fees and Self-generated Revenues, Statutory Dedications and Federal Funds. The Fees and Self-generated Revenues are generated from: (1) a fee of up to 3% of the total assessments collected for the Rice Research and Promotion Boards, the Soybean and Grain Promotion Board, and the Crawfish Promotion Board; (2) interest collected from the Market Commission Loan Program; (3) reimbursement from the Southern United States Trade Association (SUSTA) for 100% of the director's salary, related benefits, etc.; (4) a fee of \$10.00 collected biannually for subscriptions to the Market Bulletin; and (5) miscellaneous revenues collected for booth rentals at food shows. Statutory Dedicated Revenues are the result of interest income and fees collected with any bonds issued by the Agricultural Finance Authority. (Per R. S. 39:36B.(8), see table below for a listing of expenditures out of each Statutory Dedicated Fund.) The Federal Funds are derived from: (1) USDA for collecting statistical livestock and crop data; (2) USDA for baled pine straw research project; and (3) USDA for telephone costs.

	ACTUAL	ACT 12	EXISTING	CONTINUATION	RECOMMENDED	RECOMMENDED
	2000-2001	2001-2002	2001-2002	2002-2003	2002-2003	OVER/(UNDER)
						EXISTING
Louisiana Agricultural Finance Authority Fund	\$12,179	\$154,344	\$154,344	\$154,344	\$154,344	\$0

MAJOR FINANCIAL CHANGES

GENERAL FUND	TOTAL	T.O.	DESCRIPTION
\$1,789,338	\$2,379,165	22	ACT 12 FISCAL YEAR 2001-2002
			BA-7 TRANSACTIONS:
\$0	\$960,000	0	This BA-7 increased Federal Funds by \$960,000 in which funds will be used to cover costs related to the processing, transportation, and distribution of specialty crops. The Department of Agriculture and Forestry has received this grant from the Commodity Credit Corporation through the United States Department of Agriculture and Forestry.
\$1,789,338	\$3,339,165	22	EXISTING OPERATING BUDGET - December 20, 2001
\$8,373	\$8,373	0	Annualization of FY 2001-2002 Classified State Employees Merit Increase
\$6,704	\$6,704	0	Classified State Employees Merit Increases for FY 2002-2003
(\$35,000)	(\$35,000)	0	Non-Recurring Acquisitions & Major Repairs
\$167,349	\$167,349	0	Salary Base Adjustment
(\$48,875)	(\$48,875)	0	Attrition Adjustment
(\$116,690)	(\$116,690)	0	Salary Funding from Other Line Items
(\$49,076)	(\$49,076)	(1)	Gubernatorial Position Reduction
(\$150,000)	(\$150,000)	0	Funding provided to the Dairy Stabilization Board for expenses related to ratification of the Southern Regional Dairy Compact and funding provided for Future Farmers of America.
(\$36,892)	(\$36,892)	0	General Fund reduction for travel
\$1,535,231	\$3,085,058	21	TOTAL RECOMMENDED
\$0	\$0	0	LESS GOVERNOR'S SUPPLEMENTARY RECOMMENDATIONS
\$1,535,231	\$3,085,058	21	BASE EXECUTIVE BUDGET FISCAL YEAR 2002-2003
			SUPPLEMENTARY RECOMMENDATIONS CONTINGENT ON NEW REVENUE:
\$0	\$0	0	None
\$0	\$0	0	TOTAL SUPPLEMENTARY RECOMMENDATIONS CONTINGENT ON NEW REVENUE
\$1,535,231	\$3,085,058	21	GRAND TOTAL RECOMMENDED

PROFESSIONAL SERVICES

\$154,861	Legal - Albondi, Gelpi, etc.
\$2,030	Accounting and Auditing services
\$20,000	To be Determined - Contracts deemed necessary by the Department to carry out its mission
\$176,891	TOTAL PROFESSIONAL SERVICES

OTHER CHARGES

\$10,643	US Trade Associations
\$145,470	FFA and LSU Agriculture Center Educational agreements
\$11,245	Cooperative Agreement with FFA and LSU and the Department
\$12,759	Southern University Business Representative
\$53,300	Mexico Office
\$30,000	Media Contract (Gus Weill)
\$73,558	Egg Incentive Program
\$60,000	Marketing Improvement Program
\$72,700	To be determined - Contracts deemed necessary to carry out the mission of the Department
\$50,000	Governor's Council - Ratify Southern Dairy Compact
\$693,310	Commodity Credit Cooperation - funds used to cover costs related to the processing, transportation, and distribution of specialty crops .
\$1,212,985	SUB-TOTAL OTHER CHARGES
	Interagency Transfers:
\$54,370	Office of Telecommunications Management Fees
\$54,370	SUB-TOTAL INTERAGENCY TRANSFERS
\$1,267,355	TOTAL OTHER CHARGES

ACQUISITIONS AND MAJOR REPAIRS

This program does not have any funding recommended for Acquisitions and Major Repairs for Fiscal Year 2002-2003.